



Harvest News

ADIRONDACK HARVEST

In coordination with Cornell Cooperative Extension of Essex County Spring 2011

"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."

Small Farms are Rising



Keeseville). Adirondack Harvest has partnered with photographer/director Ben Stechschulte, and Mountain Lake PBS to produce this follow-up to Our 2004 documentary *Three Farms*.

Adirondack Harvest launched a Kickstarter.com fundraiser to complete the edit of *Small Farm Rising* for a June 2011 release and broadcast on

PBS. Thanks to overwhelming community generosity we reached our goal in only 3 days. A huge thank you to everyone who contributed! Additional donations are still welcome and will help to fund further film development. See <http://kck.st/ecxRwy> for more details. Your donation to this project is tax deductible through Cornell Cooperative Extension's 501(c)(3) status.

Small Farm Rising is a one-hour documentary film inspired by first generation farmers who are redefining agriculture in America. Filmed in the Champlain Valley and Adirondack Mountains of New York State, the documentary follows a group of farmers from three unique Adirondack Harvest farms as they carry plants, animals and soils through a growing season. These modern small farms have robust business models, sustainable practices and deep connections to the communities they serve: a goat farm that produces award-winning cheeses (Asgaard Farm, Ausable Forks); a horse-powered CSA farm which provides 100 members with a full diet year round (Essex Farm, Essex), and a vegetable farm run by two youthful entrepreneurs (Fledging Crow Vegetables,



A record number of farmers, chefs and students gathered on February 8, 2011 at Generations restaurant in Lake Placid to make plans and connections for the upcoming season. Many thanks to Chef David Hunt for hosting this event!

Fresh Share: A Program to Increase Access to Farm Fresh Food

By Katharine Preston
Wild Orchard Farm, Essex, NY

Food insecurity is when people do not have access to affordable, healthy food. Cheap food might be available through large box stores, but often nutrition, freshness, and not to mention flavor, are traded for a cheaper price. A well-documented side effect is a high obesity rate among the poor, contributing to heart disease, diabetes and associated high health care costs. We are familiar with all of this in the North Country.

It seems simple: eating fresh vegetables and fruits brings better health. But fresh produce (rarely local) at our few neighborhood stores remains expensive. Food stamps used at local Farmer's Markets help, but because of the prices, food budgets are still stretched beyond their limits. The cheap, inferior quality vegetables sold at the large box stores are usually from across the country.

So, sadly, access to our magnificent local, "Adirondack-Harvest"-ed vegetables and fruits is beyond the reach of many of our neighbors.

In an attempt to lessen this inequity, some local food shelves and pantries initiated partnerships with nearby CSA's. In most cases, the food pantries are able to purchase a share (often at a reduced rate), therefore helping a small farmer at the same time. The share is then distributed among its

clients. "A" share, of course, is misleading, since frequent surpluses from the farm are often included in the distribution. There is rarely enough for all clients, but almost all have some access to fresh local vegetables through this program.

It is a first step, designed to reacquaint people with fresh vegetables and fruits. Many people just do not "know" fresh vegetables any more. If it is not wrapped in cellophane, a freezer bag or a can, fresh fruits and vegetables seem foreign. Receiving them fresh and loose (sometimes with a bit of dirt still attached!) from the food shelf, along with some information on how to prepare them, helps familiarize people to a new eating experience, or perhaps remind them of something from their childhood.

The response has been overwhelmingly positive.

Sadly, some of the food shelf clients are the first generation of local people that does not feed itself from gardens and small animal husbandry. So the next step is to encourage people to grow their own. Unlike food insecurity in urban areas, here in the North Country we are blessed with fully arable (and often accessible) land, as well as with expertise. There are first generation farmers and gardeners now successfully growing their own in an attempt to have



cheaper, healthier food, not to mention dozens of seniors who fed multiple generations a few decades ago who would be glad to help teach gardening and canning.

One good way to start is with a community garden, where food is grown explicitly for and by some of the food shelf clients who might not have access to land, seeds, expertise etc. Others may welcome donated plants and tools to start the process near to their homes. Step by step, we hope to make "eating local" accessible to all.

For more information about this program, please contact Katharine Preston at 963-8966 or katharine.preston@gmail.com

Current *Fresh Share* Partnerships:

Full And By Farm CSA
(Essex) / **Elizabethtown
Community Food Shelf**

Essex Farm CSA (Essex) /
Families First (Elizabethtown)

Fledging Crow CSA
(Keeseville) / **Adirondack
Community Action Programs**
(Elizabethtown)

Juniper Hill CSA (Westport) /
Westport Food Pantry

Adirondack Harvest Chapter News

Essex County Chapter

This county was lucky to be written into a grant received by Essex County Public Health. So far it's provided us with funds to produce a 2011 local food guide (full color! 16 pages!) which should be rolling off the presses any day. We also received large, sturdy, weather-proof signs with the Adirondack Harvest logo and the words "Member" and "Buy Local" on both sides. These should be great for attaching to barns or hanging from other signage. There are enough for all Essex County producers and stores. A third benefit is that we have purchased displays for several stores to feature local products, both fresh and non-perishable. We will work with Essex County producers who wish to connect with these stores. Our other big news is that we are wrapping up production of the new Adirondack Harvest film, *Small Farm Rising*. See full story on page one!

Clinton County Chapter

Clinton County held a successful local food event in March. Many Adirondack Harvest members and other producers provided Adirondack Soup Company chef Chris Dominianni with fresh local food for a dinner at the Plattsburgh oval. 185 consumers showed up to sample the fare, and more were turned away at the door. Live music and information booths rounded out the evening. Many connections were made between the growers

and consumers. So popular was the evening we're beginning to plan a similar event in the fall.

Southern Chapter

by Teresa Whalen

Since our annual meeting in January I have been out and about soaking up knowledge, making connections and getting Adirondack Harvest information out to the general public and hopefully new members.

In January I attended the Northeast Organic Farming Association of New York (NOFA-NY) 29th Annual Organic Farming and Gardening Winter Conference entitled "Diggin' Diversity". The keynote speeches touched on very current topics such as: the significance of biodiversity to farming and the struggle against corporate agriculture and fight for food sovereignty; the urban agriculture movement in Detroit and the building of Food security and food justice; and the power of diversification for family owned and operated farms to achieve sustainability.

Adirondack Harvest had a presence and shared booth space with Farm Wellness from Vermont.

The following week I joined the Greater Adirondack RC & D Council as a member of their Agriculture Committee representing Adirondack Harvest. The Council had released AH Southern Chapter funds for our Farmers' Market

(Continued on page 12)

Essex County Chapter

Contact Matt Cauthorn at 518-834-9303 or matt_4H@mit.edu to participate in the Essex County chapter.

Jefferson County Chapter

Contact Dani Baker at 315-482-3663 or danibaker@crossislandfarms.com to participate in the Jefferson County chapter.

Lewis County Chapter

Contact Dolores DeSalvo at 315-376-5270 or dbd6@cornell.edu to participate in the Lewis County chapter (also covers Oneida Cty).

St. Lawrence County Chapter

Contact Renee Smith at 315-347-1039 or sugarhillfarms@tds.net to participate in the St. Lawrence County chapter.

Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or HastingsSheep@gmail.com to participate in the Franklin County chapter.

Clinton County Chapter

Contact Bonnie Gonyo at 493-4664 or bon304@hotmail.com to participate in the Clinton County chapter.

Southern Chapter (Hamilton, Warren, Fulton, Herkimer, Saratoga & Washington Counties)

Contact Teresa Whalen at 518-466-5497 or taawhalen@yahoo.com to participate in the Southern chapter.

Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x404 or lsd22@cornell.edu for submissions to upcoming quarterly newsletters.

Smart Marketing



Adapting Marketing to Changing Customer Behaviors and Demands

Pelin Thorogood and Rand Schulman, principals of the Schulman+Thorogood Group

The following article was adapted with permission from Pelin Thorogood and Rand Schulman of the Schulman +Thorogood Group, and reprinted with permission from Cornell Enterprise, published by the Samuel Curtis Johnson Graduate School of Management at Cornell University. Pelin and Rand were speakers at the Agricultural Marketing and Management Program Work Team's 2010 Strategic Marketing Conference. This article summarizes many of the points made during their presentation.

Online marketing and social media have dramatically changed the marketing practice. However, the more things

change the more things stay the same. Marketing is still about knowing your audience, but the tools and tactics we employ to get to know and engage our target customer have changed – as has how we define and measure success. In this article, we explore how social media and “inbound marketing” are transforming marketing.

Social media is affecting customer behavior and expectations and creating a new breed of informed, socially engaged buyers. These new buyers rely a lot more on social media, and a lot less on advertising, to inform their decisions about the products and services they are considering. Traditional branding efforts are being trumped by customer-to-customer conversations taking place in social media. The fate of a company's brand and reputation is transitioning into the hands, or rather the online reviews, blog posts and tweets, of these new customers.

Today's model: first listen, and then engage. With the advent of social media monitoring and analysis tools, marketers now have much more than demographic data about their target audience. We can monitor and analyze the social conversation that is taking place across the web to extract customer sentiment about products and trends. We can then design effective marketing responses to engage and influence the buyer.

The Evolution of Direct Marketing

Two main characteristics distinguish direct marketing from brand marketing. The first is that direct marketing sends its message directly to consumers, without the use of intervening commercial communication media. The second characteristic is the core principle of driving a specific "call to action." This aspect of direct marketing involves an emphasis on trackable, measurable, positive responses from consumers, regardless of medium. Online marketing technologies and methodologies have transformed this originally print-based marketing form, making it one of the most predictable and accountable sources of demand generation. Here's how:

Email marketing is replacing print-based direct marketing efforts as a more personalized, cost-effective, as well as green alternative.

Behavioral targeting (i.e., serving different Web pages to different visitors based on their prior Web site actions) enables businesses to present a personalized – and thus more relevant – web site experience to their visitors.

Web analytics empower marketers with the intelligence to determine if web site visitors from different programs or campaigns (e.g., banner advertising, Google adwords, LinkedIn, etc.) have more or less propensity to engage on the site (e.g.,

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buy, fill out a form, read an article).

Enter Inbound Marketing

Traditional (or outbound) marketing focuses on finding customers by building brand awareness and demand through activities such as PR, online and offline advertising, direct mail, and email promotions. It is the company reaching out to the customer to entice them to buy their products and services. Because of interrupt-driven and program-heavy (i.e., costly) outbound marketing campaigns, we are inundated with solicitations. Banners and pop-ups invade web sites while spammers invade mail and email boxes. The problem: today's new customer does not want to be sold to. They want to find the right products and services themselves.

Inbound marketing is a new approach to marketing that optimizes being found by customers, and attracts qualified buyers to the business. Social media engagement, search engine optimization, and link-building are all examples of effective inbound-marketing activities. Inbound marketing not only benefits the business by improving web site "findability" by qualified buyers, but also benefits the visitor with improved content relevancy and linked resources. Inbound marketing activities tend to be more people-heavy, rather than program-heavy since they rely on relevant content creation and community

engagement.

Creating a content-rich web site — building relevant links, blogging, commenting on other's blogs, tweeting, and curating discussion boards on Facebook and LinkedIn — all take time, but not a lot of program dollars. Inbound marketing leverages social media and networking to target and attract qualified buyers, and encourages the adoption of a *culture of measurement* to optimize the effectiveness of the inbound marketing mix.

Creating a Virtuous Marketing Cycle™

The key to engaging customers is relevance, and relevance comes from a deeper understanding of customer behavior and sentiment. It comes from listening to the customer through all the newly available *mediums* **before** crafting the marketing *messages* for those mediums. The demands of the new breed of customer are not only forcing the evolution of the marketing practice but the marketing practitioners as well — and a new breed of marketer is emerging — the Content Engineer™. They listen to and engage customers in social media, building trust in their brand. They analyze visitor behavior and sentiment to optimize web site content for visitors as well as search engines. They invest in quality link building to establish their web site in a community of related sites. Rich with buyer

insights gleaned from inbound-marketing efforts, they charge forward with more effective outbound-marketing campaigns that resonate with customers in the here and now.

Empowered with new tools to decipher the new customer and the insights to engage them effectively in all the new marketing mediums, the new marketer has what it takes to synchronize the marketing cycle with the buying cycle — creating a *virtuous* cycle for businesses and customers alike.

Inbound marketing strategies will be unique to a firm based on their overall business goals and objectives, current activities and preferences, and a host of other factors. What's right for you, may not be for your neighbor. Nevertheless, in today's social media driven world, it's worth the effort to sit back and think about how you can best leverage your outbound marketing strategies with today's inbound marketing opportunities.

The full video podcast of Pelin and Rand's presentation at the Strategic Marketing Conference is available on the PWT web-site. To read more, please check out the Fall 2010 edition of Cornell Enterprise, "The Birth of Customer 2.0 and the Death of Marketing As We Know It," 6 Dec 2010, at: http://www2.johnson.cornell.edu/alumni/enterprise/fall2010/index.cfm?action=web_extra&web_extra_id=5.

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Do Price Premiums Exist for Local Products?

Kristen Park and
Miguel I. Gómez,
Charles H. Dyson School of
Applied Economics and
Management
Cornell University

Demand for locally produced food has increased sharply in recent years, as certain consumer segments seek out local foods to support local farmers and the local economy, or because local foods represent features or production practices that consumers look for in their foods. An important question for those who produce and distribute local food products is: Can I get a price premium for my “local” product?

As researchers, we can safely say, “It depends.” First, let us look at what other people have found. Most studies on price premiums for local foods ask consumers how much they are

“willing to pay”. This measures consumer intentions although it does not measure behavior. Eastwood, Brooker, and Orr, 1987, found no local preference except in the case of tomatoes. They postulated that perhaps there were regional or geographic differences in demand for local products and/or a preference for local was an emerging trend.

Various studies since then have found willingness-to-pay a premium for local products, which varies by geography, product, and consumer demographics. For example, consumers in Colorado were willing to pay approximately 9 percent more for local potatoes; Ohio consumers said they were willing to pay for locally produced strawberries in Ohio (on average 27 percent of retail price). A phone survey of South Carolinian consumers found consumer willingness to pay for locally grown products. Respondents indicated willing to pay premiums of 23 percent and 27 percent for animal products and produce respectively. These and some other study findings are listed in Table 1.

In our study, prices were collected for five food products (apples, blueberries, 2% fluid milk, ground beef, and spring mix). These price data were hand-collected from thirty retail outlets in five U.S. metropolitan areas. The retail outlets include a variety of formats, including farmers markets, natural food stores and conventional supermarkets. Each study area defined its “locality or region” according to how its consumers might perceive the definition of local in their area.

In addition, for a product to be considered local, its label or marketing materials had to convey information about where, how and by whom it was produced (or some combination of those three) and to have a “farm identity”. For example, we defined store brand milk as being domestically produced in the US but not as being local. Even though in most cases, the milk was produced and processed within the local geography, it did not meet the second criteria, that the label or marketing materials had to convey information about where, how and by whom it was produced

Willingness to Pay studies for Local	% Premium
Colorado potatoes	9%
Ohio strawberries	27
Michigan greens	36
South Carolina produce	27
South Carolina animal products	23
Florida fresh produce	50
Pennsylvania applesauce	31

Table 1. Willingness-to-Pay Price Premiums for Various Local Products

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Product	% Premium for Local	% Premium for Organic	Table 2. Percent Price Premiums Found for Local and Organic Products
2% Milk	16.2%	82.9%	
Blueberries	8.7	27.9	
Spring Mix	20.8	12.9	
Ground Beef	21.1	43.4	
Apples	(none)	18.0	

and have a farm identity within the local geography.

Our study results indicate that a price premium for local exists for 2% fluid milk, blueberries, spring mix, and ground beef but not for apples (see Table 2). In the case of apples, variety was an important attribute affecting price. Organic labeling commanded a price premium for all five products. Although most price differences are explained by product attributes, such as local, organic, variety (in the case of apples), and packaging, we found many other factors that also significantly affect price, including seasonality; geographic region; and type of retailer.

In general, price premiums calculated in this study were lower than those reported in willingness-to-pay studies. Consumers may over-estimate their interests in local when presented with a survey as opposed to making actual purchases. In addition, the price data were collected in 2009 during the recession crisis. Any premiums for local as well for organic may have suffered.

We also suggest that the results for the product attribute

'local' hinge on the definitions of local used in this study and that changes in the definitions of local could alter the results. Definitions of local rely on consumer perceptions on what is local. In addition, consumers may have different perceptions as to what is local according to different products. Fluid milk is costly to transport long distances, and would likely be labeled as local by many existing definitions, yet consumers do not think of milk purchased in the grocery store as a store brand as being a local product. And, in general, milk packaging does not provide any information that would help to identify the milk as being locally produced or processed.

The price premiums observed in these models with our current definition of local may be linked more to perceptions of farm identity, farm size, label information and marketing than to a local geography.

References

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Loureiro, M.L., and S. Hine. 2002. "Discovering Niche markets: A Comparison of Consumer Willingness to Pay for Local (Cologado Grown), Organic, and GMO-Free Products," *Journal of Agricultural and Applied Economics*, Vol. 34, pp. 477-487.

2011 Farmers Markets

* accepts food stamps

+ accepts FMNP coupons

accepts WIC vegetable coupons

Alexandria Bay – Kinney lot, Rte. 12. Manager: Alex Bay Chamber of Commerce (315) 482-9531.

Date: Fridays, May 27 through Sept. 23, 2011 9:00-3:00 +

Ausable Forks – Adjacent to the TLC in the Riverside Park. Manager: Sam Hendren (518) 834-7306. +

Date: Fridays, June 24 through Sept. 2, 2011 4:00-7:00

Boonville – Rte 12 North, along the canal. Manager: Kelly Ulrich (315) 335-9851 or boonvillefarmersmarket@yahoo.com.

Web site: boonvillefarmersmarket.com

Date: Thursdays, June 16 through Oct. 12, 2011 12:00-6:00

Canton - Canton Village Park, corner of Main and Park Streets. Manager: Mary Strong (315) 212-0128.

Web Site: cantonfarmersmarket.org * +

Date: Tuesdays and Fridays, May 13 through Oct. 28, 2011 9:00-2:00

Cape Vincent – Village Green, Broadway (Rte. 12). Manager: Shelly Higgins (315) 654-2481.

Date: Saturdays, June 25 through Oct. 8, 2011 8:00-2:00 +

Carthage – Market Pavilion, Riverside Drive. Manager: Edie Roggie (315) 493-3590.

Date: Fridays, May 27 through Oct. 28, 2011 7:00-2:00 +

Chateaugay Lakes - State Rt. 374 on the lawn of the Hollywood Inn. Manager: Jo Ellen Saumier (518) 497-6038. Web

Site: adirondackfarmersmarket.com +

Date: Saturdays, June 18 through Sept. 3, 2011 10:00-2:00

Clayton – Frink Park, Riverside Drive. Manager: Kristina Wormuth (315) 686-3771.

Date: Thursdays, June 23 through Sept. 15, 2011 4:00-8:00

Diamond Point – Community Church. (518) 668-3962.

Date: Saturdays, June 25 through Sept. 10, 2011 10:00-4:00

Elizabethtown - Behind the Adirondack History Center Museum. Manager: Gina Agoney (518) 293-7877.

Web Site: adirondackfarmersmarket.com +

Date: Fridays, May 20 through Oct. 14, 2011 9:00-1:00

Essex – Behind the Essex town hall. Manager Sam Hendren (518) 834-7306. +

Date: Sundays, June 26 through Sept. 4, 2011 10:00-2:00

Glens Falls - South Street Pavilion. Manager: Richard Sandora (518) 792-0438.

Date: Saturdays, May 7 through Nov. 19, 2011 8:00-12:00. Winter market at Christ Church Methodist, all off-season Saturdays 9:00-12:00 +

Gouverneur – Village Park, Church St. Manager: Lorraine Taylor (315) 287-3370.

Date: Thursdays, June 2 through Oct. 27, 2011 9:00-2:00 +

Keene - Marcy Airfield between Keene and Keene Valley on Route 73. Manager: Dick Crawford (518) 561-7167.

Web Site: adirondackfarmersmarket.com +

Date: Sundays, June 19 through Oct. 9, 2011 9:30-2:00

Lake Placid – Lake Placid Center for the Arts. Manager: Sam Hendren (518) 834-7306.

Web Site: lakeplacidfarmersmarket.com +

Date: Wednesdays, June 2 through Sept. 28, 2011 9:00-1:00

Long Lake – Corner of Rtes. 28 & 30 and South Hill Road across from post office.

Manager: Ruth Howe (518) 624-2162.

Date: Thursdays, June 30 through Sept. 8, 2011 10:00-2:00

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+ accepts FMNP coupons

accepts WIC vegetable coupons

Lowville - Forest Park Pavilion, Main Gate, Lewis County Fairgrounds. Managers: Doug Hanno (315) 376-5333 and Dolores DeSalvo (315) 376-3061. +

Date: Saturdays, May 21 through Oct. 29, 2011 8:30-2:00 (9:30-1:00 in October)

Lyons Falls – Riverside Park, Laura Street. Contact: Gary Mavis (315) 348-5167. + *

Date: Tuesdays, June 14 through Oct. 4, 2011 12:00-6:00

Malone - Malone Airport, Route 11. Manager: Vicky Lesniak (518) 497-0083.

Web Site: adirondackfarmersmarket.com + *

Date: Wednesdays, June 15 through Oct. 12, 2011 12:00-4:30

Massena – Town Hall, 60 Main St. Manager: Claudia Fantone (315) 353-2218. +

Date: Sundays, 2011 8:00-3:00 & Thursdays, 2011 2:00-6:00.

North Creek – Next to the train on the Hudson River on Railroad Place. Contact: Michelle SanAntonio (518) 251-5343 or Barbara Thomas (518) 251-5692. Web Site: northcreekfarmersmarket.com

Date: Thursdays, June 16 through Oct. 6, 2011 3:00-6:00

Norwood – Park Square, Main St. (Rt. 56) & Park St. Manager: Claudia Fantone (315) 353-2218. +

Date: Mondays, 2011 10:00-5:00

Ogdensburg Green Market – Library Park, 300 Black Riverside Ave. Manager: Sandra Porter (315) 393-3620. + *

Date: Wednesdays, 4:00-7:00, Saturdays, 9:00-1:00, May 7 through Sept. 24, 2011

Old Forge – Park Ave., behind the Old Forge Hardware Store. Manager: Kelly Hamlin (315) 369-2313.

Date: Fridays, June 24 through October 7, 2011 2:00-6:00 +

Paul Smiths College – Corner of Rte 86 and 30 at Paul Smiths College. Manager: Paul Moriarty (518) 891-7194.

Web Site: adirondackfarmersmarket.com + *

Date: Fridays, June 17 through Sept. 23, 2011 2:00-5:00

Plattsburgh – Pavilion downtown by Bridge, Durkee and Broad Streets. Manager: Pat Parker (518) 493-6761

Web Site: plattsburghfarmersandcraftersmarket.com +

Date: Saturdays, May 14 through Oct. 8, 2011 9:00-2:00 & Wednesdays, June 29 through early Sept, 2011 10:00-2:00

Plattsburgh Thursday – Indoors at the City Recreation Center on the Old Base Oval. Manager: Beth Spaugh (518) 643-7822 or manager@plattsburghfarmersmarket.com. Web Site: plattsburghfarmersmarket.com +

Date: Thursdays, Oct. 13 through Dec. 22 then resuming after New Year, 2011 3:00-6:00. Note market will be on Wednesday during Thanksgiving week.

Potsdam - Main St. behind the municipal parking lot. Manager: Juanita Babcock (315) 384-4289. +

Date: Wednesdays, Aug. 3 through Sept. 28, 11:00-2:00 & Saturdays, May 21 through Oct. 29, 2011 10:00-2:00

Queensbury - Elk's Lodge parking lot, 23 Cronin Rd. Manager: Richard Sandora (518) 792-0438. +

Date: Mondays, May 2 through Oct. 24, 2011 3:00-6:00

Saranac Lake - location TBD. Manager: TBD. Web Site: adirondackfarmersmarket.com +

Date: Tuesdays, 2011 hours TBD

Saranac Lake Village – In the Saranac Lake Riverside Park. Manager: Sam Hendren (518) 834-7306.

Web Site: saranaclakevillagefarmersmarket.com +

Date: Saturdays, June 4 through Oct. 15, 2011 9:00-2:00. After 10/15 market will move inside (TBA) and be from 10-2.

Saratoga – Under the pavilions at High Rock Park, High Rock Ave., just east of Broadway in Saratoga Springs. Market coordinator: Suzanne Carreker-Voigt SFMAscv@nycap.rr.com. Website: saratogafarmersmarket.org. + *

Date: Wednesdays, May 4 through Oct. 26, 2011 3:00-6:00 and Saturdays, May 7 through Oct. 29, 2011 9:00-1:00

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accepts WIC vegetable coupons

Schroon Lake – Town Hall parking lot. Market contact: Sam Hendren (518) 834-7306. +

Date: Mondays, June 27 through Sept. 5, 2011 9:00-1:00

Speculator – Located at the pavilion in Speculator. Manager: Anna Smith (518) 548-4521. +

Date: Thursdays, June 30 through Sept. 1, 2011 3:00-6:00.

Stone Mills – Agricultural Museum, NY Rte. 180 off Rte. 12 S. of LaFargeville.

Manager: Marguerite Raineri (315) 658-2353.

Date: Tuesdays, June 14 through Sept. 27, 2011 4:00-7:00 +

Thurman – Thurman Station. (518) 623-9718.

Date: Wednesdays, July 6 through Sept. 28, 2011 3:00-6:00

Ticonderoga – Corner of Montcalm & 9N, SW of Moses Circle. Contact: Matthew Courtright (518) 585-6619.

Date: Saturdays, June 25 through October 1, 2011 10:00-1:00

Trenton – On the Village Green in Holland Patent. Contact: Jim Manning (315) 272-9529 or info@trentonmarket.com.

Web site: trentonmarket.com +

Date: Saturdays, June 18 through Oct. 15, 2011 9:00-1:00

Tupper Lake – Wild Center Museum, under the white tent. Manager: Ellen Beberman (518) 891-7470.

Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 16 through Sept. 15, 2011 11:00-3:00

Warrensburgh Riverfront - Warrensburgh Mills Historic District, River Street (NYS Route 418) near Curtis Lumber.

Contact: Teresa Whalen, 466-5497. +

Date: Fridays, May 27 through Oct. 28, 2011 3:00-6:00

Watertown – Farmer's and Crafter's Market. Dulles State Office Bldg., Washington & Sterling Sts. Manager: Michelle Farrell (315) 788-4400. +

Date: Wednesdays, May 25 through Oct. 5, 2011 6:30-3:00

Watertown – Monday Neighborhood Farmers' Market, 203 N. Hamilton St. Manager: Delta Keeney (315) 788-1933. + *

Date: Mondays, July 11 through Oct. 3, 2011 3:00-6:00

Watertown – Saturday Market, Jefferson Co. Fairgrounds, 600 W.T. Field Dr. via Coffeen St. Manager: Maria Mix (315) 493-9238 +

Date: Saturdays, June 18 through Oct. 29, 2011 9:00-2:00

Watertown – Mobile Farmers' Markets. Wednesdays: Midtown Towers, 10:30-11:30, North Country Children's Clinic, 12:00-3:00. Thursdays TBD. Manager: Delta Keeney (315) 788-1933. Web Site: watertownmondaymarket.com + *

Dates: Wednesdays, Aug. 3 through Oct. 5 & Thursdays, TBD, 2011. See times above.

Watertown – Jefferson Bulk Milk Farmers' Market. Corner of Rte. 3 and Old Rome State Rd. Manager: Brian Gorman (315) 788-5257.

Date: Fridays, June 10 through Oct. 7, 2011 2:30-6:30

Whitehall - Boulevard in the Village Park along the canal. Manager: Bob Anderson (518) 854-3750. +

Date: Tuesdays, early June through late Oct., 2011 1:00-4:00

Willsboro – Across from the old Mountain View restaurant on Rte.22. Manager: Linda Therrien (518) 963-4383. Web Site: adirondackfarmersmarket.com +

Date: Thursdays, June 16 through Sept. 8, 2011 9:00-1:00

Harvest News Briefs

USDA NRCA Organic Funding for NY Organic Producers – Due May 20

USDA's Natural Resources Conservation Service (NRCS) announced another funding opportunity for certified organic producers and those transitioning to organic production to implement resource conservation practices on their agricultural operations. Eligible producers include those certified through USDA's National Organic Program, those transitioning to certified organic production, and those who meet organic standards but are exempt from certification because their gross annual organic sales are less than \$5,000. Apply by May 20, 2011 for consideration under this application period. Additional information is available online at www.ny.nrcs.usda.gov.

State Helps Retailers Promote Local Food Products in Stores

New York State Acting Agriculture Commissioner Darrel J. Aubertine announced the availability of funds to help grocery stores market and promote locally grown or made in New York products. The Pride of New York Retail Promotion Grant Program, funded by USDA's Specialty Crop Block Grant Program, will help consumers identify New York food items, and help increase sales for New York's farmers and retailers.

The "Buy Local" Retail Promotion Grant Program is open to individual food stores, as well as grocery store chains in New York State. Each applicant is eligible for up to \$3,500 to highlight fresh produce,

and \$1,500 to promote processed and value-added products made in New York, including, but not limited to those involving specialty crops, such as frozen produce, jams and jellies, maple syrup and honey.

Applications for the "Buy Local" Retail Promotion Grant Program can be found at www.agmkt.state.ny.us. For additional information contact Dtrae Carter, Retail Promotion Specialist, at 518-457-2774 or dtraecelle.carter@agmkt.state.ny.us.

New York State Grazing Lands Conservation Initiative Writing Contest

The Steering Committee of the New York State Grazing Lands Conservation Initiative (GLCI) is sponsoring a writing contest for students and farmers. Up to five individuals will be eligible to win \$250 each for their submissions. Authors will be judged in one of the following age categories – 15 to 20, 21 to 25, and 25 and older. Articles should be about a farm that is utilizing managed grazing and focus on at least one of the following four benefits: 1) animal health and well-being; 2) environmental quality; 3) economic improvement; or 4) farm family quality of life. Also authors should explain how the farms have utilized technical assistance available from either a GLCI grazing specialist, or their local USDA-Natural Resources Conservation Service (USDA-NRCS), county Soil and Water Conservation District (SWCD) office, or Cornell Cooperative Extension (CCE) office. For additional rules and a release form contact GLCI Coordinator Karen

Hoffman at Karen.hoffman2@ny.usda.gov or 607-334-4632 x116. Submissions due by May 15, 2011. Contest results will be announced by June 15th.

Positions Available

CCE Northern New York Dairy Specialist, Westport, NY
Provide dairy producers, consultants and industry representatives with the knowledge and educational resources necessary to assess dairy production and management practices and implement changes that will enhance farm profitability, minimize environmental impact, and sustain the growth of the dairy industry in Eastern Northern New York (Clinton, Essex, Franklin and St. Lawrence Co). Please see <http://cce.cornell.edu/learnAbout/Pages/pa544.aspx> for details



CCE Northern New York Crop Specialist, Westport, NY
Provide field crop producers, consultants and industry representatives with the knowledge and educational resources necessary to assess crop production and management practices and implement changes that will enhance the farm profitability, minimize environmental impact, and sustain the growth of the dairy and crop industries in Eastern Northern New York (Clinton, Essex, Franklin and St. Lawrence Co) Please see <http://cce.cornell.edu/learnAbout/Pages/pa545.aspx> for details.

Chapter News, continued

(Continued from page 3)

poster last year and for my attendance at the NOFA-NY conference this year. February brought many snow storms, yet the focus was on community gardens and food security. I attended the first ever “Creating Healthy Places” meeting which brought together community gardeners, food pantry and meal site representatives and school food service directors to discuss the demand for fresh, local produce in surrounding communities. This newly formed group was the result of a partnered grant by Glens Falls Hospital and the Warren County Cooperative Extension, funded by the NYS Department of Health, to focus on “Healthy Places to Live, Work and Play”. Renamed North County Food and Fitness, the group is sharing knowledge, defining objectives and creating and expanding community gardens throughout Warren County. The focus is not only on growing food, but healthy eating and living practices for future generations. A Community Garden Forum was also created to assist communities locate, construct and maintain fruit and vegetable gardens.

As part of the Comprehensive Smart Growth Land Use Plan now being developed in the Town of Warrensburgh, I introduced an overlay to include community gardens and urban agriculture (Agricultural Land Use vs. Commercial Land Use) to support the concepts of food

security and sustainability. A general version of this planning component could be available through Adirondack Harvest on the website to assist other local communities as they update their vision for the future.

In March I represented Adirondack Harvest at a Farm to School event at the CCE of Saratoga County. “Cultivating Relationships To Take the Next Step” was a networking opportunity for farmers and school food service directors



and health and wellness committee members from across the state to come together to share lessons learned and the logistics of making the Farm-to-School connection. I shared information about Adirondack Harvest and how farm fresh produce could be accessed even by schools that are not located near farmland - the farmers’ market connection. Also, the desire to grow your own in school gardens, and educate youth in the pleasures of eating food that has nutritional value and is full of flavor.

Later that day I attended a Slow

Food Saratoga Region Book Club event in Glens Falls featuring the author of “The Dirty Life” Kristin Kimball. I brought my homemade carrot cake, moist and fresh, and mingled with others thirsting for knowledge about the role Adirondack Harvest plays in the life of North Country farmers. I also set up our display and handed out our membership information to farmers and friends.

April has truly been the transition month, filled with meeting and preparations for the growing season, the opening of outdoor markets, and the renewed optimism that is felt by each of us as we venture into our gardens and once again immerse ourselves in the rich earth. I visited Top of the World overlooking Lake George and spoke with Kim Feeney regarding a Farm to Chef event in October. They grow over ninety varieties of vegetables, supply their restaurant, have a CSA and also participate in several local farmers’ markets. The Farmhouse Restaurant at Top of the World is featured in the current issue of Adirondack Life.

If you are from Hamilton, Warren, Fulton, Herkimer, Saratoga or Washington counties please contact me with news, membership inquiries or for further event information (see page 3 for contact information. Thanks, and have a great Spring!

Upcoming Events, Classes, Workshops

Small Farms Pastured Poultry Workshop Management for Success: Basic to Advanced Information

Saturday, May 14

9:30am to 3:00pm

15 Silver Street, Norwich

Basic small farm poultry production, from purchasing chicks through grow out, housing, slaughtering, marketing tips and suggestions. Broiler and Layer programs.

More in-depth information and management practices related to breed selection, brooding chicks, feed and water requirements, nutrition, feeding for profits, etc., including organic poultry production. Poultry Health: vaccinations, common health problems in poultry flocks. Biosecurity. Questions and Discussion. Networking. Bring your own lunch or eat at nearby restaurants. For more information OR to register, please call: 607-334-9962 or on-line: www.cornerstone-farm.com

Agricultural Planning Series Webinar

Wednesday, May 18

1:00pm to 2:30pm

Exploring Alternate Ways to Protect Farmland

Will address potential new funding sources and strategies to protect farmland such as the Community Preservation Act; and learn about new models used by land trusts and gain a better understanding of the federal Farm and Ranch Lands

Protection Program (FRPP).

To register <https://www2.gotomeeting.com/register/411767027>

Small Scale Cattle Production Webinar

Wednesday, May 18

As part of its Livestock for Small Acres webinar series, Colorado State University Extension presents an introductory course geared toward small-scale operations and homesteaders. Learn about the various options for beef and dairy production. The webinar will discuss pros and cons, costs, management needs, challenges, marketing, and more. Link: <http://www.ext.colostate.edu/sam/>

Beef Week

Tuesday, June 7

7:00pm

CCE Clinton Co. Office
Plattsburgh \$5

Mike Baker from Cornell Animal Science and Kevin Woltemath from Pineland Farms Natural Meats in Hopkinton will be in Clinton and Essex County. They are willing to come to your farm in the morning and then presenting a program in Plattsburgh in the evening.

Register with Peter Hagar 561-7450 or pjh7@cornell.edu



Film Premier of Small Farm Rising

Saturday, June 10

Willsboro Central School Auditorium, Willsboro

The premier of Adirondack Harvest's new film is tentatively scheduled for this date. To confirm and get more information about screening time please contact Laurie Davis at 518-962-4810 x404 or lsd22@cornell.edu towards the end of May.

Midsummer Essex Grange Mixer

Saturday, June 25

Whallonsburg Grange
Essex

This is still in the planning stages, but promises to be an exciting day-long celebration of new & beginning farmers, young & old, in a multi-modal agrarian event. Sponsored by "The Greenhorns". See more info coming soon to www.thegreenhorns.net.

Essex Farm Tours

Saturday, July 23

(general public only)

Saturday, July 30

(farmers only)

Essex Farm CSA
Essex

In response to overwhelming interest in Mark and Kristin Kimball's year-round, full-food, horse-powered CSA, much of it generated by Kristin's book, *The Dirty Life*, two tours will be offered in July. For more information please contact the Kimballs at 518-963-4613.

ADIRONDACK HARVEST MEMBERSHIP FORM

Please make checks payable to "Adirondack Harvest".
 Clip and mail to P.O. Box 388, Westport, NY 12993

Name _____
 Address _____
 Phone _____
 Email _____

Please circle type of membership:

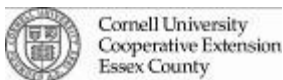
- Farmers, Producers, and Processors \$25 annually (further donations appreciated)
- Student Farmers, Producers and Processors \$5 annually
- Supporter: Restaurants and Stores \$25 annually (further donations appreciated)
- Friends (circle level of membership)
 - annual \$25
 - \$100
 - \$500
 - \$1000 other _____

If you are a new member you will need to include the appropriate information sheet for your business so that we may add you to our data base and web site. Forms are available on the adirondackharvest.com website under Member Resources/ Become a Member, at the bottom of the page, OR contact Laurie Davis at 962-4810 x404 or at lsd22@cornell.edu.
 Donations to Adirondack Harvest are tax deductible.



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